+ W. Labels
Mkty Cook

PHILIP MORRIS INTERNATIONAL INC. INTER-OFFICE CORRESPONDENCE

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TO: Geoff Bible

DATE: April 14, 1992

FROM: Lee Pollak LP

SUBJECT: Warning Labels

This is in response to your query as to whether there will be any exception to our position that "by the end of the year, the U.S. Surgeon General's warning, or some other appropriate warning, will appear on every PM cigarette package sold worldwide where no warning is required under local law".

This is, in fact, what we have said right along. The changeover is being tracked by Leslie Greher and, at least at this point, there has not appeared any situation (for instance, a government monopoly or licensee refusing to make the change) which would require an exception.

One of the more difficult situations was the Philippines, but we were advised in February that the Congress had approved legislation requiring a health warning, with implementation to occur before year-end.

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Source: https://www.industrydocuments.ucsf.edu/docs/rtck0000